

**Amendments to the Specification:**

Please amend the specification as follows:

On page 1, paragraph beginning at line 22, amend as follows:

The emerging technology of ITV holds a promise of allowing a television (TV) set to serve as a two-way information distribution mechanism. Proposed features of ITV accommodate a variety of marketing, entertainment, and educational capabilities such as allowing a user to order an advertised product or service, compete against contestants in a game show, or request specialized information regarding a televised program. Typically, the interactive functionality is controlled by a “set-top” decoder box (“set-top box” or “STB”) which executes an interactive program written for the TV broadcast. The interactive functionality is often displayed upon the TV's screen and may include icons or menus to allow a user to make selections via the TV's remote control or a keyboard.